Corporate Style Guide

simply IPSO®

IPSO USA

simply IPSO®

Coin Laundry

IPD 30 lb Stack Tumbler

Simplifying Ownership

AXIAL AIRFLOW. This state-of-the-art drying process ensures heated air passes through the load at the optimum point in the tumble process. Owners benefit from lower gas costs, but the real benefit comes from faster customer turnover and, as a result, greater profit potential.

TIME SAVINGS. With two coin boxes, the stack needn't be emptied as often as competitive models with one coin box. A large, easy-clean lint filter continues the time savings theme.

WARRANTY. Our commitment to you comes with a 3-year limited parts warranty.

DAMAGE RESISTANT DESIGN. Drywall screws and like-size fasteners that fall out of laundry items can cause extensive damage to the inside of the tumbler cylinder. IPSO's unique oblong perforations, however, serve as a protection against such destruction, enabling the screws to pass harmlessly through and exit the cylinder.

SIMPLE CONTROLS. The stack's simple micro control makes it easy to set and adjust vend prices.

Simplifying Customer Satisfaction

FAST. Drying tumblers are a vended laundry's last chance to make an impression on customers. Inefficient, slow units will translate into customers waiting for a dryer to become available and, as a result, wondering if a competing business in the area would offer less waiting around. IPSO's 30 lb stack helps make sure customers move swiftly through the drying process — keeping customers happy and coming back.

SIMPLE CONTROLS. IPSO's user-friendly control makes it easy for customers to start the machine in three simple steps. LEDs display when the machine is on a drying or cooling cycle. The digital panel also shows customers how much time is on their cycles.

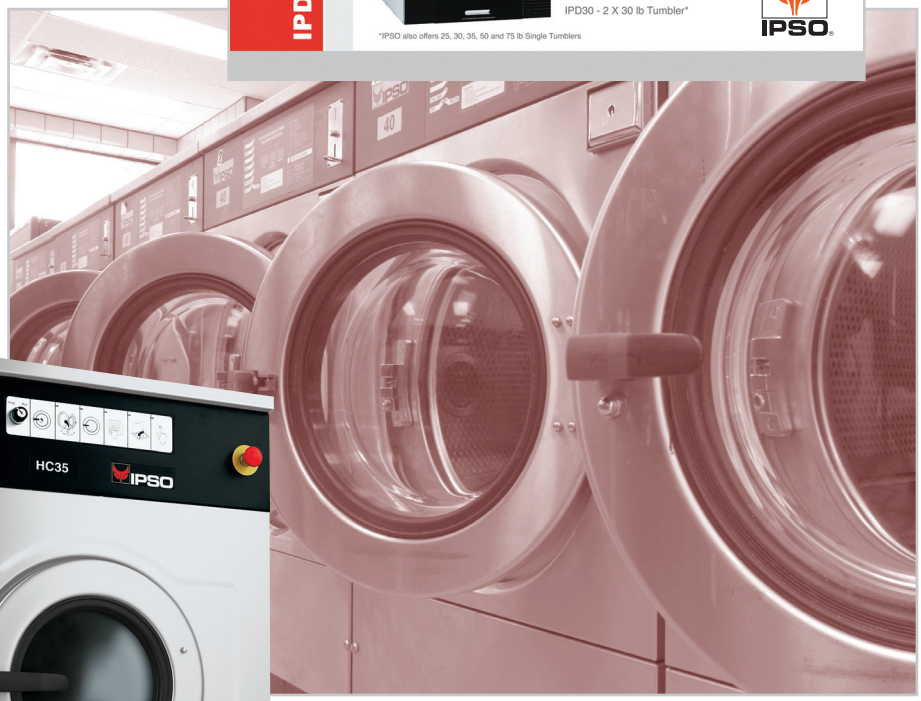
EASY LOADING. Clients love the large door opening, which makes loading and unloading a breeze.

THE BOTTOM LINE. Customers come to your store with one goal: to get in and out quickly. Equipping your laundry with IPSO 30 lb stack units ensures they'll find tumblers available. From there, it's simply a matter of our tumblers' speed and efficiency moving them out the door faster than your competition.

IPD30 - 2 X 30 lb Tumbler*

*IPSO also offers 25, 30, 35, 50 and 75 lb Single Tumblers

IPSO



IPSO®

IPSO Style Guide Goal

Following the IPSO Corporate style guide is essential when designing marketing materials, corporate communications, posters, advertising, Web applications, etc. to ensure a consistent corporate identity. In this guide, IPSO will refer to domestic production and marketing. IPSO Belgium (BE) has its own unique style and marketing rules.

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Logos, Colors & Fonts

A variety of IPSO logos will be used in many forms. The logo may appear in color or black and white following the specifications stated in this guide. No changes to the design and/or color should be made (lessens impact, etc.).

“Simply IPSO®” is the tagline for IPSO domestic. “IPSO®” can be used without the fox head part of the logo and “simply”. The “simply IPSO” logo is generally used reversed out in white on a pms 179 vertical bar positioned on the left side of the page. It is never appropriate to use any horizontal pms 179 bars in layout. The name “IPSO” always should be written in all uppercase letters.

IPSO Brand Logos

COLORS USED:

Orange: Pantone 179
CMYK: C5 M93 Y98 K1
RGB: R226 G56 B40
Hexadecimal: #e23828

Black: Pantone Process Black
CMYK: C0 M0 Y0 K100
RGB: R35 G31 B32
Hexadecimal: #000000

Alliance/IPSO Brand Logos

COLORS USED:

Blue: Pantone 2727
CMYK: C100 M40 Y0 K0
RGB: R56 G120 B219
Hexadecimal: #147cc1

Green: Pantone 325
CMYK: C60 M0 Y25 K0
RGB: R70 G199 B199
Hexadecimal: #7cc5c5

Dark Gray: 70% Black
CMYK: C0 M0 Y0 K70
RGB: R109 G110 B113
Hexadecimal: #6d6e71

Light Gray: 30% Black
CMYK: C0 M0 Y0 K30
RGB: R188 G190 B192
Hexadecimal: #bcbec0

Black: Pantone Process Black
CMYK: C0 M0 Y0 K100
RGB: R35 G31 B32
Hexadecimal: #000000

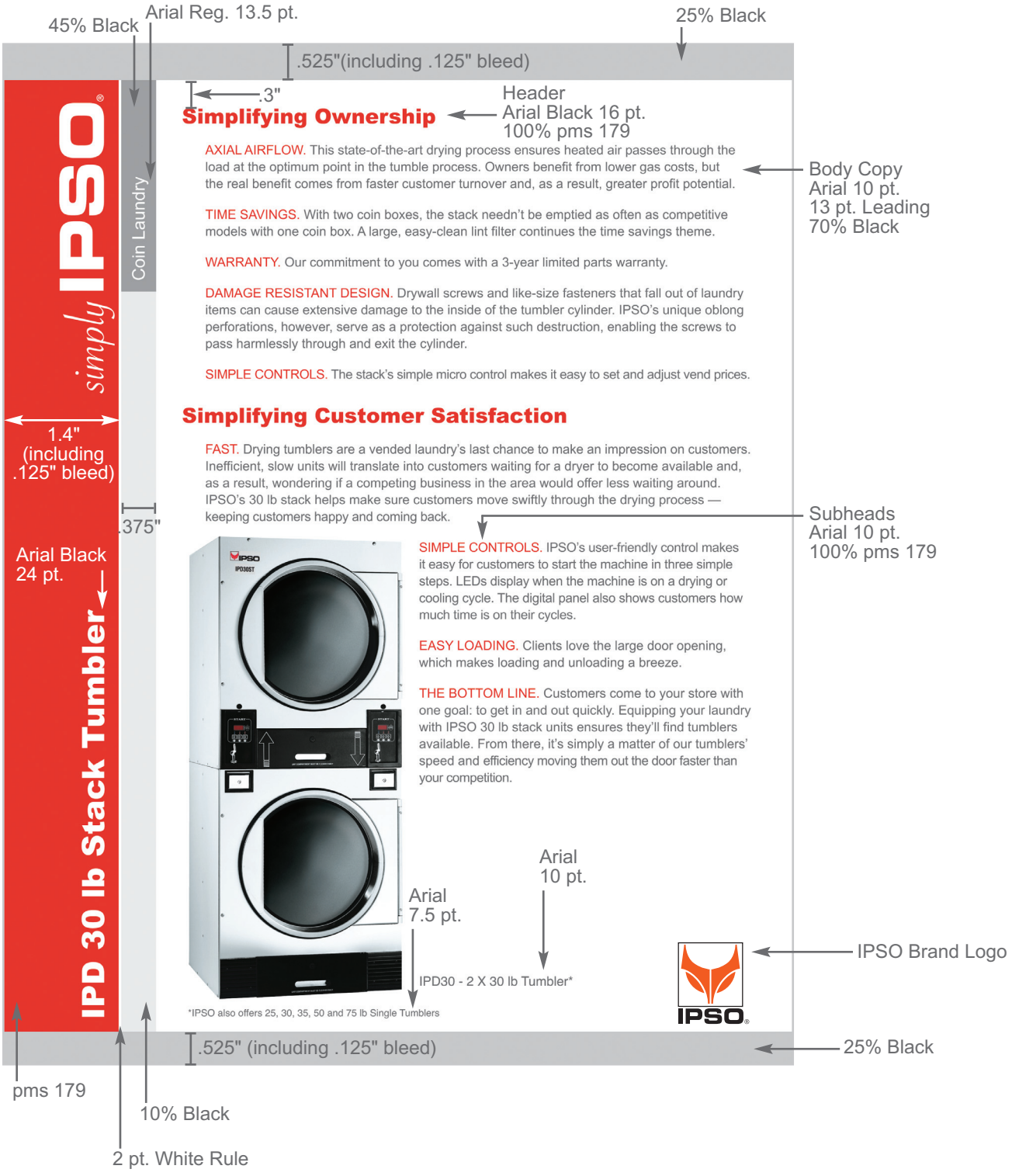
NOTE: Print color consistency varies in every output device. When in doubt, insist on a proof to ensure correct results before a project is printed.

Fonts

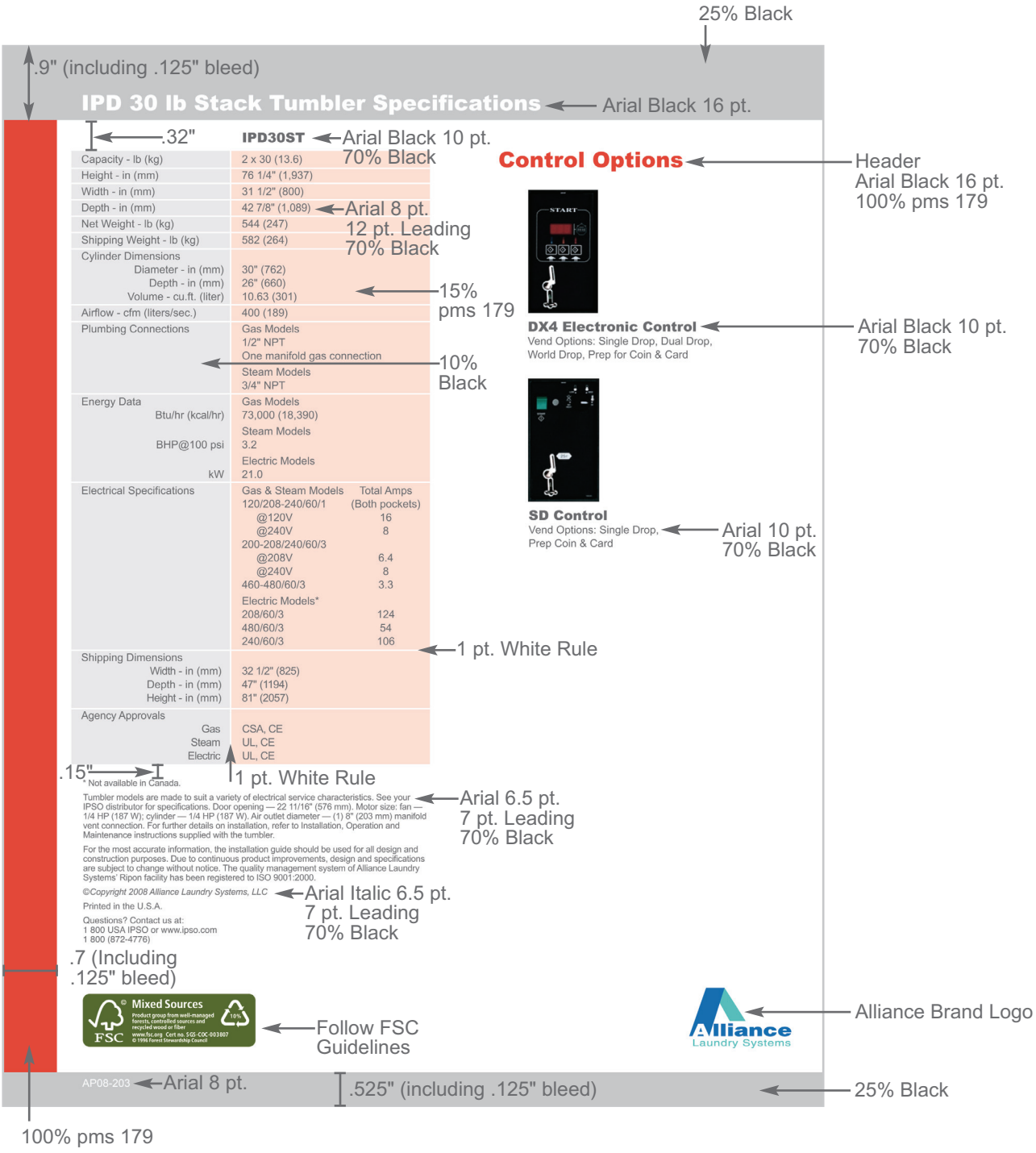
Headers: Arial Black	16 pt. Arial Black, 100% pms 179 or white **This is Arial Black 123456789**
OPL Intro Copy: Arial	10 pt. Arial Italic, 13 pt. leading, 70% Black *This is Arial Italic 123456789*
Subheads: Arial	10 pt. Arial, 13 pt. leading, 100% pms 179, all caps THIS IS ARIAL 123456789
Body Copy: Arial	10 pt. Arial, 13 pt. leading, 70% Black This is Arial 123456789

The following measurements and values can be used to keep the layout of IPSO specs consistent.

FRONT:



Back:



DX4 Electronic Control
Vend Options: Single Drop, Dual Drop, World Drop, Prep for Coin & Card

Arial Black 10 pt.
70% Black

SD Control
Vend Options: Single Drop, Prep Coin & Card

Arial 10 pt.
70% Black

Trademarks and Registration

IPSO®
Sigma™ or ® (to be determined)
Airflow® (IPD Series)

Specification Verbiage

bar	G-Force	Micro-20	psi
BHP	Hz	Microprocessor	RPM
Btu/hr (kcal/hr)	in (mm)	NPT	washer-extractor
cfm (liters/sec.)	kW	on-premises	HC012, IPD25 - Model Number (no space)
cu. ft. (liter)	lb (kg)	PS-40	

IPSO.COM Web site

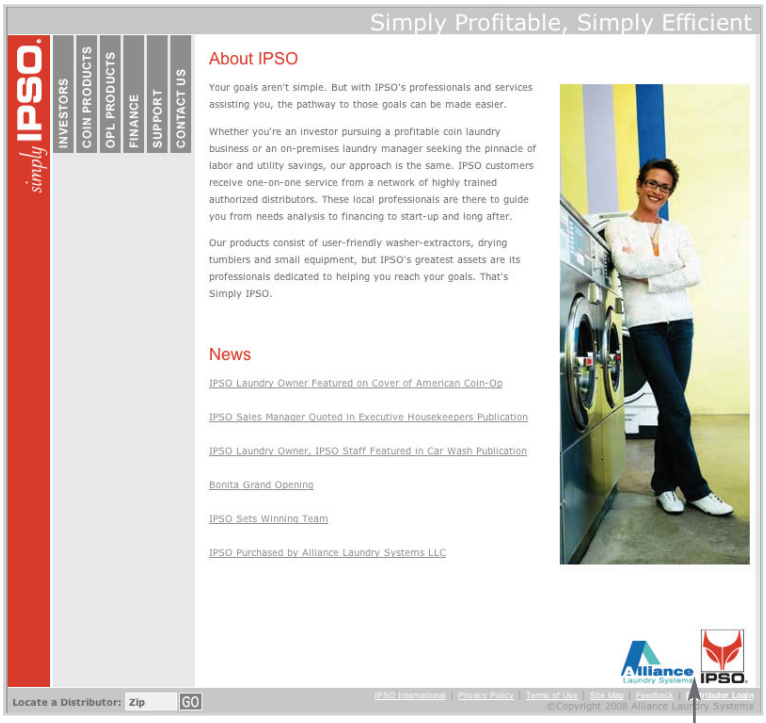
WEB VERBIAGE:

washer extractor (no hyphen)
on premises (no hyphen)
“Simply Profitable” — New Investors sections tagline
“Simply Efficient” — On Premises tagline

FONT:

Headers: Arial Ultra Expanded 18 pt.
Hexadecimal: e23828

Body Copy: Arial 10 pt.
Hexadecimal: #333333



This is the only place where both logos should be shown next to each other.

Product Images

When showing different models together, always keep them in approximate proportion with one another.

3/4 VIEW:

- Consistent window pattern
- Lower perspective
- Dramatic lighting
- Approximately same % of side panel showing
- Show feet of machine where appropriate

STRAIGHT-ON VIEW:

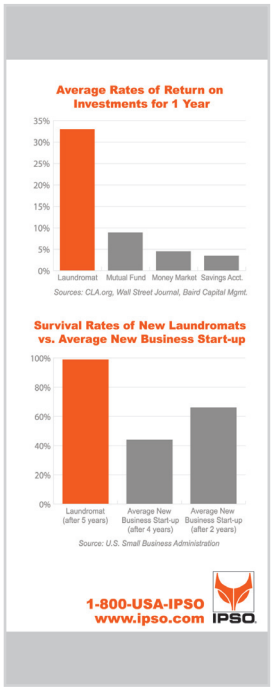
- Consistent window pattern
- Lower perspective
- Dramatic lighting
- Show feet of machine where appropriate

Tradeshow Graphics

WELCOME PANEL

PANEL 1

PANEL 2



PANEL 3

Questions? Contact us at:
1 800 USA IPSO or www.ipso.com
1 800 (872-4776)

Alliance Laundry Systems

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